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# 01/02/1985 - EIU To Offer Workshop On How To Profit From Marketing

University Marketing and Communications

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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

## news

HARRY READ, Director of Information and Publications (217) 581-2820

January 2, 1985

L/A

### FOR IMMEDIATE RELEASE

CHARLESTON, IL--Eastern Illinois University's Community Business Assistance Center (CBAC) will offer a workshop "How to Profit from Marketing," on Friday Feb. 1, at the Chancellor Inn in Champaign from 9 a.m. to 4 p.m.

"Participating owners and prospective owners of small to medium sized businesses can expect to improve their management skills by becoming adept at developing business plans," according to Dr. Terry Maris, CBAC director. Particular attention will be given to target market selection, location decisions, profitable pricing strategies, competition analysis, and monitoring for success. Specific areas of concern of participants will be addressed in depth.

Instructors will be Dr. Jerry Geisler, Chairman of the Department of Management and Marketing, and E. Wayne Chandler, Associate Professor of Marketing.

The program will be co-sponsored by the U.S. Small Business Administration.

The registration fee is \$55. For further information, or to register, contact Maris at (217) 581-3526.